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Message Text

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44
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 TRSE-00 AID-05 SP-02

OPIC-03 L-03 CIAE-00 INR-07 NSAE-00 USIA-06 OMB-01

SIL-01 LAB-04 ITC-01 /051 W
---------- 043097
R 081405Z MAR 76
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 4372
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

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E. O. 11652: N/A
TAGS: BEXP, BR
SUBJECT: GOB APPROVAL OF PROPOSED SAO PAULO TRADE CENTER

REF: BRASILIA 1149

1. ON MARCH 4, ECON/COMM COUNSELOR MET WITH SECRETARY GENERAL OF THE MINISTRY OF INDUSTRY AND COMMERCE, PAULO VIEIRA BELOTTI, TO DISCUSS THE SAO PAULO TRADE CENTER. COUNSELOR NOTED THAT A DIPLOMATIC NOTE REQUESTING BRAZILIAN GOVERNMENT AUTHORIZATION HAD BEEN PRESENTED TO THE MINISTRY OF FOREIGN AFFAIRS, AND REVIEWED THE PRINCIPAL REASONS FOR ESTABLISHING A TRADE CENTER, AND ITS ADVANTAGES TO THE US AND BRAZIL.

2. BELOTTI SHOWED CONSIDERABLE INTEREST, SAID THAT THE U.S. WAS PIONEERING THIS FIELD IN BRAZIL, AND AS SUCH WILL PROBABLY ENCOUNTER VARIOUS DIFFICULTIES IN ESTABLISHING SUCH A CENTER. HE WONDERED WHETHER THE MINISTRY OF FOREIGN AFFAIRS MIGHT BE WORRIED ABOUT THE PRECEDENT THAT WOULD BE SET, AND ITS EVENTUAL EFFECTS ON BRAZIL'S BALANCE OF PAYMENTS. COUNSELOR POINTED OUT THAT TRADE CENTERS ARE NOT EASY TO ESTABLISH, AND CAN
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BE JUSTIFIED ONLY FOR IMPORTANT GROWTH MARKETS;

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E.G., US CENTERS ARE VERY LIMITED IN NUMBER WORLD WIDE.
HE ALSO ONCE AGAIN EXPLAINED THAT THE CENTER'S DISPLAYS
WOULD OF NECESSITY CONFORM TO BRAZIL'S IMPORT
POLICY AND PRIORITIES.

3. BELOTTI (WHO HAD JUST RETURNED FROM VACATION)
THANKED COUNSELOR FOR HIS PRESENTATION, AND STATED THAT
HE WOULD GIVE THE MATTER HIS PERSONAL ATTENTION.

4. NOTE: WE UNDERSTAND THAT WORK OF THE INTER-MINI-
STERIAL GROUP IS GOING FORWARD SATISFACTORILY BUT THAT THE END
OF THE GOB REVIEW PROCESS IS STILL SOME TIME AWAY. BELOTTI EVI-
DENTLY HAD BEEN AWARE OF THIS SUBJECT ONLY IN GENERAL
TERMS AND MANY OF HIS QUESTIONS WERE CLEARLY DESIGNED TO
PROVIDE HIM WITH A BETTER UNDERSTANDING OF THE PROJECT.
HE ALSO CONVEYED THE IMPRESSION THAT HE WOULD BE GUIDED
HEAVILY BY THE FOREIGN MINISTRY TRADE PROMOTION
DEPARTMENT'S RECOMMENDATIONS IN THIS MATTER.
CRIMMINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BRASIL01994
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760087-0638
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760385/aaaacxik.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 BRASILIA 1149
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2004 by CunninFX>; APPROVED <14 JUL 2004 by morefirh>
Review Markings:

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04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GOB APPROVAL OF PROPOSED SAO PAULO TRADE CENTER
TAGS: BEXP, BR
To: STATE SAO PAULO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006